GOVERNMENT OF INDIA
MICRO, SMALL AND MEDIUM ENTERPRISES
LOK SABHA

STARRED QUESTION NO:35
ANSWERED ON:17.02.2009
PROMOTION OF KVIC PRODUCTS
Appadurai Shri M.;Mondal Shri Abu Ayes

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) whether the Khadi and Village Industries Commission (KVIC) has organised exhibitions in different parts of the country to promote the sale of KVIC products;

(b) if so,the total number of exhibitions organised during each of the last three years and the current year,State-wise;

(c) the total expenditure incurred in this regard during the said period, State-wise;

(d) whether such exhibitions have helped in increasing the acceptability and sale of Khadi products;and

(e) if so, the details thereof?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF MICRO,SMALL AND MEDIUM ENTERPRISES (SHRI MAHABIR PRASAD)

(a) to (e): A statement is placed on the table of the Sabha.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF THE LOK SABHA STARRED QUESTION NO.35 FOR ANSWER ON 17.02.2009.

(a) & (b): Yes Sir.The State/Union Territory-wise number of exhibitions organised by the Khadi and Village Industries Commission (KVTC) during each of the last three years and current year, are given at Annex. -1

(c): The State/Union Territory-wise information on expenditure incurred by KVIC in organising these exhibitions during each of the last three years and current year, are given at Annex.- II

(d) & (e): Yes Sir.Exhibitions organised by KVIC at national and sub-national levels to promote sale of KVI products have helped in increasing the acceptability and sale of KVI products.These exhibitions have proved to be a cost effective medium for publicity as well as opening marketing opportunities to the products.These have also created awareness of KVI products among the people. As a result,sale of KVI products has been showing an upward trend in recent years.The details of estimated value of sale of KVI products during last three years and current year are as under:

Year	Value of sales (Rs.crore)
2005-06	15276.02
2006-07	17562.40
2007-08	21543.48
2008-09	15730.10
>(upto December 2008)	